Station WOOD-TV GRAND RAPIDS, MI.
Advertiser () DETROIT INTL BRIDGE
Product DETROIT INTERN'L BRI
Estimate# 919925
Buyer Julie Keane
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E DIBC/ORDR/919925
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---
DETROIT INTERNATIONAL BRIDGE SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W	12P-1P	NEWS	:30	$450.00	09/19-09/19	1	1	1	$450.00	
Rating: 4.5												
	2	TH	12P-1P	NEWS	:30	$450.00	09/20-09/20	1	1	1	$450.00	
Rating: 4.5												
	3	F	12P-1P	NEWS	:30	$450.00	09/21-09/21	1	1	1	$450.00	
Rating: 4.5												
	4	M	12P-1P	NEWS	:30	$450.00	09/24-09/24	1	1	1	$450.00	
Rating: 4.5												
	5	TU	12P-1P	NEWS	:30	$450.00	09/25-09/25	1	1	1	$450.00	
Rating: 4.5												
	6	W	1P-2P	DAYS OF OUR LIVES	:30	$250.00	09/19-09/19	1	1	1	$250.00	
Rating: 1.9												
	7	TH	1P-2P	DAYS OF OUR LIVES	:30	$250.00	09/20-09/20	1	1	1	$250.00	
Rating: 1.9												
	8	F	1P-2P	DAYS OF OUR LIVES	:30	$250.00	09/21-09/21	1	1	1	$250.00	
Rating: 1.9												
	9	M	1P-2P	DAYS OF OUR LIVES	:30	$250.00	09/24-09/24	1	1	1	$250.00	
Rating: 1.9												
	10	TU	1P-2P	DAYS OF OUR LIVES	:30	$250.00	09/25-09/25	1	1	1	$250.00	
Rating: 1.9												

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	11	W	2P-3P	RACHEL RAY	:30	$100.00	09/19-09/19	0	0	0	$0.00	
Rating: 1.0												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	12	TH	2P-3P	RACHEL RAY	:30	$100.00	09/20-09/20	0	0	0	$0.00	
Rating: 1.0												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	13	F	2P-3P	RACHEL RAY	:30	$100.00	09/21-09/21	0	0	0	$0.00	
Rating: 1.0												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	14	M	2P-3P	RACHEL RAY	:30	$100.00	09/24-09/24	0	0	0	$0.00	
Rating: 1.0												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	15	TU	2P-3P	RACHEL RAY	:30	$100.00	09/25-09/25	0	0	0	$0.00	
Rating: 1.0												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	16	W	3P-4P	DOCTORS	:30	$100.00	09/19-09/19	0	0	0	$0.00	
Rating: 1.2												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	17	TH	3P-4P	DOCTORS	:30	$100.00	09/20-09/20	0	0	0	$0.00	
Rating: 1.2												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	18	F	3P-4P	DOCTORS	:30	$100.00	09/21-09/21	0	0	0	$0.00	
Rating: 1.2												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	19	M	3P-4P	DOCTORS	:30	$100.00	09/24-09/24	0	0	0	$0.00	
Rating: 1.2												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	20	TU	3P-4P	DOCTORS	:30	$100.00	09/25-09/25	0	0	0	$0.00	
Rating: 1.2												
			Buyline Comment: 1X N/A, MGKD ON LNS 48-49									
	21	W	5A-6A	NEWS	:30	$225.00	09/19-09/19	1	1	1	$225.00	
Rating: 2.1												
	22	TH	5A-6A	NEWS	:30	$225.00	09/20-09/20	1	1	1	$225.00	
Rating: 2.1												
	23	F	5A-6A	NEWS	:30	$225.00	09/21-09/21	1	1	1	$225.00	
Rating: 2.1												
	24	M	5A-6A	NEWS	:30	$225.00	09/24-09/24	1	1	1	$225.00	
Rating: 2.1												
	25	TU	5A-6A	NEWS	:30	$225.00	09/25-09/25	1	1	1	$225.00	
Rating: 2.1												
	26	W	7A-9A	TODAY SHOW	:30	$950.00	09/19-09/19	1	1	1	$950.00	
Rating: 6.2												
	27	TH	7A-9A	TODAY SHOW	:30	$950.00	09/20-09/20	1	1	1	$950.00	
Rating: 6.2												
	28	F	7A-9A	TODAY SHOW	:30	$950.00	09/21-09/21	1	1	1	$950.00	
Rating: 6.2												
	29	M	7A-9A	TODAY SHOW	:30	$950.00	09/24-09/24	1	1	1	$950.00	
Rating: 6.2												

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	30	TU	7A-9A	TODAY SHOW	:30	$950.00	09/25-09/25	1	1	1	$950.00	
Rating: 6.2												
	31	W	9A-10A	TODAY SHOW II	:30	$500.00	09/19-09/19	1	1	1	$500.00	
Rating: 3.9												
	32	TH	9A-10A	TODAY SHOW II	:30	$500.00	09/20-09/20	1	1	1	$500.00	
Rating: 3.9												
	33	F	9A-10A	TODAY SHOW II	:30	$500.00	09/21-09/21	1	1	1	$500.00	
Rating: 3.9												
	34	M	9A-10A	TODAY SHOW II	:30	$500.00	09/24-09/24	1	1	1	$500.00	
Rating: 3.9												
	35	TU	9A-10A	TODAY SHOW II	:30	$500.00	09/25-09/25	1	1	1	$500.00	
Rating: 3.9												
	36	SA	6A-7A	NEWS	:30	$300.00	09/22-09/22	1	1	1	$300.00	
Rating: 2.3												
	37	SA	7A-8A	NEWS 8A	:30	$650.00	09/22-09/22	1	1	1	$650.00	
Rating: 5.5												
	38	SU	6A-7A	SU DAYBREAK	:30	$300.00	09/23-09/23	1	1	1	$300.00	
Rating: 2.2												
	39	SU	8A-9A	TODAY	:30	$950.00	09/23-09/23	1	1	1	$950.00	
Rating: 6.7												
	40	W	6P-630P	NEWS 8 AT 6PM	:30	$1,500.00	09/19-09/19	1	1	1	$1,500.00	
Rating: 9.7												

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	41	TH	6P-630P	NEWS 8 AT 6PM	:30	$1,500.00	09/20-09/20	1	1	1	$1,500.00	
Rating: 9.7												
	42	F	6P-630P	NEWS 8 AT 6PM	:30	$1,500.00	09/21-09/21	1	1	1	$1,500.00	
Rating: 9.7												
	43	M	6P-630P	NEWS 8 AT 6PM	:30	$1,500.00	09/24-09/24	1	1	1	$1,500.00	
Rating: 9.7												
	44	TU	6P-630P	NEWS 8 AT 6PM	:30	$1,500.00	09/25-09/25	1	1	1	$1,500.00	
Rating: 9.7												
	45	SA	6P-630P	SA NWS	:30	$850.00	09/22-09/22	1	1	1	$850.00	
Rating: 5.9												
	46	TU	11P-1135P	NEWS 8 AT 11PM	:30	$1,000.00	09/25-09/25	1	1	1	$1,000.00	
Rating: 5.6												
	47	SA	11P-1130P	NEWS	:30	$1,000.00	09/22-09/22	1	1	1	$1,000.00	
Rating: 5.7												
	48	W-F	2P-3P	RACHAEL RAY	:30	$200.00	09/19-09/21	2	1	2	$400.00	
		Buyline Comment: MKGD FOR LNS 11-15										
	49	W-F	3P-4P	DR OZ	:30	$200.00	09/19-09/21	3	1	3	$600.00	
		Buyline Comment: MKGD FOR LNS 11-15										

---REPORT TOTALS---

Report Totals: 42 / $25,425.00

---SALES MONTHLY TOTALS---

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Sep 12: 42 / $25,425.00

Sales Totals: 42 / $25,425.00

Station Totals: 42 / $25,425.00

Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$65,749	CATV	0%	WOOD	38%	WOTV	0%	WWMT	30%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	30%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE